



INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

Intact Insurance Company remains a Full Partner of the Broker Identity Program for 2021

Toronto, April 8, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Intact Insurance Company has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Intact's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy.

In addition, Intact's investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"At Intact, we understand the past year has been challenging for individuals, families and businesses. We have a deep appreciation for the trusted advice brokers provide customers and thank them for being there for customers and providing exceptional customer service throughout this crisis," said Louis Gagnon, President, Canadian Operations, Intact Financial Corporation. "We are proud to once again support the Broker Identity Program at the full partner level and will continue to work closely with the broker community".

"Intact is a strong supporter of the broker channel, recognizing the essential role that brokers play in serving and advocating for insurance consumers," said Peter Braid, IBAC's Chief Executive Officer. "Intact has been a valued insurer partner of IBAC for over 30 years, and I am pleased that they have renewed their investment once again for 2021. Their significant and ongoing contribution to our organization is greatly appreciated."

About Intact Financial Corporation:

Intact Financial Corporation is the largest provider of property and casualty (P&C) insurance in Canada and a leading provider of specialty insurance in North America, with over \$12 billion in total annual premiums. The Company has over 16,000 employees who serve more than five million personal, business and public sector clients through offices in Canada and the U.S.

In Canada, Intact distributes insurance under the Intact Insurance brand through a wide network of brokers, including its wholly-owned subsidiary BrokerLink, and directly to consumers through belairdirect. Frank Cowan Company, a leading MGA, distributes public entity insurance programs including risk and claims management services in Canada.

In the U.S., Intact Insurance Specialty Solutions provides a range of specialty insurance products and services through independent agencies, regional and national brokers, wholesalers and managing general agencies. Products are underwritten by the insurance company subsidiaries of Intact Insurance Group USA, LLC.

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

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